REMARKS

Claims 1-11 were rejected under 35 U.S.C. §103(a) as being unpatentable over Kimura et al., U.S. Patent No. 6,518,962, in view of Takahashi et al., U.S. Patent No. 6,005,541. Claims 1-11 were cancelled, without prejudice or disclaimer.

In the present application, a variable bias voltage generating circuit of the claimed invention is so arranged to control directly bias voltage(s) on bias voltage line(s) to control luminance of light emitting elements as follows:

(1) the variable bias voltage generating circuit, as claimed in new Claims 12 and 13, controls a bias voltage to lower luminance of light emitting elements such that reduction in power consumption is achieved, when a content of said image is not changed during a predetermined period of time;

(2) the variable bias voltage generating circuit, as claimed in new Claims 14-17, and 18-20, controls a bias voltage to change luminance of the light emitting elements in response to information to be displayed, that is, first information, second information, third information or fourth information; and

(3) the variable bias voltage generating circuit, as claimed in new Claims 21, and 22, controls a bias voltage to separately control luminance of the light emitting elements for each different color, taking into consideration that the light emitting devices for the different colors of red, green, and blue are different from each other in emissive efficiency.

Kimura et al. discloses a voltage control circuit 22a or 22b for, under the control of the controller 23, adjusting the voltage of either the common electrode driving circuit 13 or the

opposing electrode driving circuit 14 in such a manner that the measured current ID flowing through the organic EL device 224 coincides with the reference current I_{ref}, or in such a manner that the measured quantity of light Ld emitted from the organic EL device 224 coincides with the reference quantity of emitted light L_{ref} (Figs. 3, 5 and 10; col. 21, lines 57-63, col. 23, lines 30-34, and col. 26, lines17-41).

Accordingly, the decrease in the luminance of the organic EL device 224 can be reduced even in the event the organic EL device or the current TFT 223 suffers distinct deterioration over time.

However, the Examiner concedes that Kimura et al. does not disclose a "bias voltage generating circuit" used to generate a variable bias voltage.

It is respectfully submitted therefore that the Examiner concedes indirectly that Kimura et al. does not disclose a "bias voltage generating circuit" used to change bias voltage based on display contents or display condition.

The Examiner asserts that Takahashi et al. discloses a bias voltage generating circuit (3), which is connected to a plurality of discharge transistors, (see Fig. 9).

However, the bias voltage generating circuit (3) of Takahashi et al. is connected only to a liquid crystal driver 4 (probably a data line driving circuit), not to a plurality of discharge transistors in the liquid crystal display panel 2 (see Fig. 9). A plurality of transistors indicated by the Examiner appears not to be incorporated into the liquid crystal display panel 2, but into the bias voltage generating circuit 3', (see Fig. 9).

Bias voltages V_1, V_2, ..., V_n from the bias voltage generating circuit 3 of Takahashi et al. are applied only to (data lines of) the liquid crystal display panel via the liquid crystal driver 4, probably a data line driving circuit, (col. 7, lines 6-9, and col. 8, lines 59-61).

In contrast, in the present invention data line driving circuit 12 is used to drive the data line 45 in a display panel, a scanning line driving circuit 13 is used to drive a scanning line 46 in the display panel, and a variable bias voltage generating circuit 14 is used to drive the variable bias line 11 in the display panel, (see Fig. 1), not to drive any driver circuit or the data line 45, and is connected to a plurality of transistors associated with a plurality of light emitting elements in the display panel via the variable bias line 11.

CLOSING

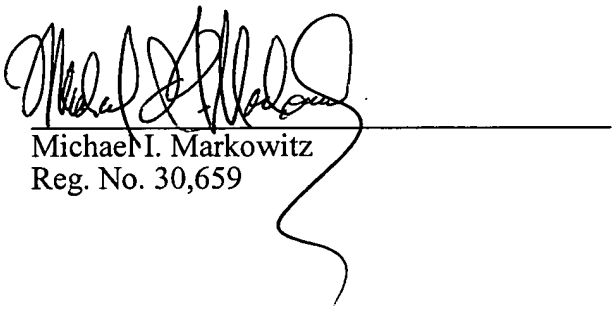
An earnest effort has been made to be fully responsive to the Examiner's objections. In view of the above amendments and remarks, it is believed that independent claims 12, 18 and 21 are in condition for allowance, as well as those claims dependent therefrom. Passage of this case to allowance is earnestly solicited.

However, if for any reason the Examiner should consider this application not to be in condition for allowance, he is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action.

It is respectfully submitted that no extension of time for response is needed and no extension fee is payable since no shortened statutory period for response was specified in the Office Action Summary and, therefore, as stated in that summary "the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication". In telephone conversations with Examiner Richard A. Hjerpe on June 21, and 22, 2004, the Examiner confirmed that the six (6) month period for response applied. Nevertheless, to the extent that an extension of time to respond is necessary, such an extension is requested, and Deposit Account 50-1290 may be charged for the extension fee.

Any fee due with this paper, not fully covered by an enclosed check, may be charged on Deposit Account 50-1290.

Respectfully submitted,



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